



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract #** 861881  
**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Missouri Petroleum Marketers & Convenience Store (40279)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - Ballot Issue (1195)  
**Brand** Missouri PMCSA (179988)  
**Salesperson** Johannessen, Jordan (2818)  
**Sales Office** TeleRep - New York  
**Buyer Name** BROOKS,MICHELE  
**Phone/Fax** (573) 535-7117 /  
**CPE** MOPET/ORDR/C23C29  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** MISSOURI PMCSA

**Date Entered** 10/15/12  
**Last Modified** 10/15/12  
**Entered By** Lisa Rees  
**CO-OP** No  
**Headline #** 06373952  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,570.00  
**Net Total** \$37,230.00  
**Sales Tax**

#### St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	37	\$37,200.00
Nov. 2012	7	\$6,600.00
<b>Grand Total:</b>	<b>44</b>	<b>\$43,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20062- News @ 10pm M-F						1			1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
2.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20063- Late Show with David Letterman						1			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	LETTERMAN	10/15/12
3.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20027- Inside Edition						1			1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12
4.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20022- Price is Right						1			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE-RT 1/PRICE-RT	10/15/12
5.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20023- News @ 12noon M-F						1			1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NOON NEWS	10/15/12
6.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20054- News @ 5pm M-F						1			1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
7.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	20015- News @ 6am M-F						1			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE-NWS4 6AM	10/15/12
8.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	54263- CSI: NY						1			1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)	CSI NY	10/15/12
9.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	131968- CBS This Morning						1			1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	EARLY SHW1/EARLY SHW	10/15/12
10.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20062- News @ 10pm M-F		1							1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
11.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20063- Late Show with David Letterman		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	LETTERMAN	10/15/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20022- Price is Right		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE-RT 1/PRICE-RT	10/15/12
13.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20023- News @ 12noon M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NOON NEWS	10/15/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract #** 861881  
**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Missouri Petroleum Marketers & Convenience Store (40279)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - Ballot Issue (1195)  
**Brand** Missouri PMCSA (179988)  
**Salesperson** Johannessen, Jordan (2818)  
**Sales Office** TeleRep - New York  
**Buyer Name** BROOKS,MICHELE  
**Phone/Fax** (573) 535-7117 /  
**CPE** MOPET/ORDR/C23C29  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** MISSOURI PMCSA

**Date Entered** 10/15/12  
**Last Modified** 10/15/12  
**Entered By** Lisa Rees  
**CO-OP** No  
**Headline #** 06373952  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,570.00  
**Net Total** \$37,230.00  
**Sales Tax**

**St. Louis (KMOV) (KMOV)**

By Broadcast Month	Spots	Rate
Oct. 2012	37	\$37,200.00
Nov. 2012	7	\$6,600.00
<b>Grand Total:</b>	<b>44</b>	<b>\$43,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20054- News @ 5pm M-F		1							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
15.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	20015- News @ 6am M-F		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE-NWS4 6AM	10/15/12
16.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	131968- CBS This Morning		1							1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	EARLY SHW1/EARLY SHW	10/15/12
17.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	20108- News @ 10pm Sat							1		1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
18.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	119145- News @ 10:30pm							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
19.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	43181- 48 Hours							1		1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)	48 HOURS	10/15/12
20.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	8A- 10A (CT)								1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	CBS NEWS	10/15/12
21.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20062- News @ 10pm M-F					1				1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
22.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20063- Late Show with David Letterman					1				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	LETTERMAN	10/15/12
23.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20027- Inside Edition					1				1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12
24.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20022- Price is Right					1				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE-RT 1/PRICE-RT	10/15/12
25.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20023- News @ 12noon M-F					1				1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NOON NEWS	10/15/12
26.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20054- News @ 5pm M-F					1				1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract #** 861881  
**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Missouri Petroleum Marketers & Convenience Store (40279)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - Ballot Issue (1195)  
**Brand** Missouri PMCSA (179988)  
**Salesperson** Johannessen, Jordan (2818)  
**Sales Office** TeleRep - New York  
**Buyer Name** BROOKS,MICHELE  
**Phone/Fax** (573) 535-7117 /  
**CPE** MOPET/ORDR/C23C29  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** MISSOURI PMCSA

**Date Entered** 10/15/12  
**Last Modified** 10/15/12  
**Entered By** Lisa Rees  
**CO-OP** No  
**Headline #** 06373952  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,570.00  
**Net Total** \$37,230.00  
**Sales Tax**

#### St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	37	\$37,200.00
Nov. 2012	7	\$6,600.00
<b>Grand Total:</b>	<b>44</b>	<b>\$43,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	20015- News @ 6am M-F					1				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE-NWS4 6AM	10/15/12
28.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	131968- CBS This Morning					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	EARLY SHW1/EARLY SHW	10/15/12
29.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20062- News @ 10pm M-F			1						1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20063- Late Show with David Letterman			1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	LETTERMAN	10/15/12
31.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20027- Inside Edition			1						1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12
32.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20022- Price is Right			1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	PRICE-RT 1/PRICE-RT	10/15/12
33.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20023- News @ 12noon M-F			1						1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)	NOON NEWS	10/15/12
34.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20054- News @ 5pm M-F			1						1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
35.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	20015- News @ 6am M-F			1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE-NWS4 6AM	10/15/12
36.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	131968- CBS This Morning			1						1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	EARLY SHW1/EARLY SHW	10/15/12
37.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	20062- News @ 10pm M-F					1				1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS	10/15/12
38.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	20063- Late Show with David Letterman					1				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	LETTERMAN	10/15/12
39.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	20027- Inside Edition					1				1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/15/12

### CONFIRMATION CONTRACT

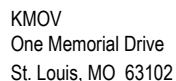
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



<b>Contract #</b>	<b>861881</b>
<b>Schedule Dates</b>	10/23/12-10/29/12
<b>Advertiser</b>	Missouri Petroleum Marketers & Conve
<b>Agency/T-Code</b>	Smart Media Group (7611)/788239874
<b>Product</b>	Political - Ballot Issue (1195)
<b>Brand</b>	Missouri PMCSA (179988)
<b>Salesperson</b>	Johannessen, Jordan (2818)
<b>Sales Office</b>	TeleRep - New York
<b>Buyer Name</b>	BROOKS,MICHELE
<b>Phone/Fax</b>	(573) 535-7117 /
<b>CPE</b>	MOPET/ORDR/C23C29
<b>Account Types</b>	National/Political Issue - Agency
<b>Billing Type</b>	Standard
<b>Comments</b>	MISSOURI PMCSA

Date Entered	10/15/12
Last Modified	10/15/12
Entered By	Lisa Rees
CO-OP	No
Headline #	06373952
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$6,570.00
Net Total	\$37,230.00
Sales Tax	

<u>By Broadcast Month</u>	<b>Spots</b>	<b>Rate</b>
Oct. 2012	37	\$37,200.00
Nov. 2012	7	\$6,600.00
<b>Grand Total:</b>	<b>44</b>	<b>\$43,800.00</b>

## CONFIRMATION CONTRACT

Page 4 of 4